



LUCA BERETTA

Date of birth: 22/05/1965

[REDACTED]

WORK EXPERIENCE

BIRRA FORST (Spezialbier Brauerei FORST AG)

Merano (BZ)

- 2018 - : Commercial Director Birra Forst (in charge of the whole commercial local, national and global organization, responsible of distribution strategy in Ho.re.Ca, GDO and special clients channels, plans implementation, new process and guidelines, Trade Marketing and Sales people coaching)

'91 - '18

BIRRA PERONI (from 2016 part of Asahi Europe Ltd)

Rome

- 2012 - 2018: Superpremium Brands Business Unit director (responsible of strategy, marketing and sales of the brands Pilsner Urquell, Grolsch, Meantime & Specialties) and in addition for the period 2014 - 2017 also Birra Peroni Trade Marketing Director
- 2009 - 2012: Strategy & Business Development Director
- 2007 - 2009: Market & Consumer Insights Manager
- 2005 - 2007: Strategic Planning Manager with focus on strategic projects
- 2003 - 2004: confirmed Marketing Director.
- SAB Miller acquisition of Birra Peroni MAY 2003
- 2001-2002: Marketing Director and member of the Board
- 1999 - 2001: Head of Marketing Divisions (Brand Marketing, Trade Marketing and Marketing services and insights)
- 1998 - 1999: participated to an "Expatriate job" in the USA, UK and Spain organized by the beer producer Anheuser-Busch on marketing, trade marketing, sales and distribution topics and projects
- 1997: General Assistant of the Commercial and Marketing Director with responsibility of Marketing and Trade Marketing re-organization (focus on integration of the functions)
- 1995 - 1996: Trade Marketing manager for both On and Off premise channels
- 1993 - 1995:
 - Project Leader and Commercial Head for the launch of the American beer Budweiser in Italy
 - Responsible for the design and development of the Franchising outlet chain branded "Crazy Bull café"
- 1991 - 1993: Premium Brands - Brand Manager (Nastro Azzurro and Kronenbourg) and draught beer portfolio management

'89 – '91

BANCA POPOLARE ETRURIA E LAZIO

Florence

- 1990 - 1991: Regional Sales manager for the Leasing network development of the branches in Lazio and Abruzzo
 - 1990: Assistant of the Commercial Director of the Leasing division
 - 1989: joined the Bank as Assistant of the Managing Director of the Trust division
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EDUCATION

MASTER Marketing and Communication at LUISS management School (1995)

UNIVERSITY Degree in Business Administration (1988)

Collaboration with The University of Perugia as Commercial "Docente" at the CERB, Master in Brewing Technology (2012 – 2020)

LANGUAGE

ITALIAN Mother tongue

ENGLISH Fluent: 5 intensive summer camps in the US; Commercial English course in UK; TOEFL degree (510 score)

FRENCH Intermediate: 4 months of intensive course in France

SKILLS

STRATEGIC Strategic mindset with a 360° vision of business to follow with always clear and consistent direction in every plans and taken decisions thanks to a solid analysis and understanding of market and insights

FINANCE ACUMEN Broad understanding of financial management principles applied to business to ensure decisions are responsible and P&L driven

TEAM BUILDER Great Team spirit to achieve business objectives by involving all people around with empathy and charisma and coaching them as much as possible

ENTREPRENEUR Always oriented to business from evaluating a potential, assessing the risk and towards achieving a profit

INTERNATIONAL Open minded, at ease in multicultural contexts and markets, with important experience in international companies and abroad